



GAIL FARBER, Director

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331

<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

February 03, 2015

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

21 of FEBRUARY 3, 2015


PATRICK OZAWA
ACTING EXECUTIVE OFFICER

AWARD OF CONTRACT FOR AS-NEEDED PUBLIC AFFAIRS CONSULTANT SERVICES AGREEMENTS (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

This action is to award three consultant services agreements for an annual not-to-exceed fee of \$1.3 million each for as-needed public affairs services for a three-year term plus two 1-year extension options.

IT IS RECOMMENDED THAT THE BOARD:

1. Find that as-needed public affairs consultant services are categorically exempt from provisions of the California Environmental Quality Act.
2. Award and authorize the Director of Public Works or her designee to execute consultant services agreements with Consensus Inc., Allison+Partners LLC, and O'Rourke, Inc., to provide as-needed public affairs consultant services for various Public Works/Los Angeles County Flood Control District projects. The term of the agreements shall commence upon the full execution of the agreements and, unless otherwise modified, shall extend for an initial term of three years, plus two 1-year extension options to be exercised at the discretion of the Director of Public Works or her designee, for a maximum contract term of five years. The consultant services agreements shall be for a maximum annual not-to-exceed amount of \$1.3 million for each consultant, for a combined total of \$3.9 million for the three agreements. The total amount for the initial three years, plus two 1-year extension options, will be \$6.5 million for each consultant. The expiration of the consultant services agreement is subject to the following condition: Where services for a given project have been authorized by Public Works/Flood Control District but are not completed by the consultants prior to

the stated expiration date, the expiration date of the agreement will be automatically extended solely to allow for the completion of such services.

3. Delegate authority to the Director of Public Works or her designee to exercise the two 1-year extension options for each agreement at the discretion of the Director of Public Works or her designee.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended agreement action is to augment Public Works' ability to provide as-needed public affairs services for various Public Works/Flood Control District projects. This contract is needed to effectively carry out the following County programs: Public Outreach for the Los Angeles County Flood Control District and County Unincorporated Areas to comply with mandates in the 2012 National Pollutant Discharge Elimination System Permit, including the Public Information and Participation Program, public agencies activities, and industrial/commercial facilities; the Los Angeles County Flood Control District 100-Year Anniversary commemoration that will include media tours and other special events, a public awareness campaign, and a commemorative video; and the Countywide Sustainability Program. In addition, services provided through the contract will complement and ensure turnkey execution of Public Works' coordination of community meetings and events; employee programs; and specialized services, such as photography, videography, and media buying.

The volume of requests for public affairs services and their turnaround time vary throughout the year. Frequent surges in workload and requests for specialized expertise create an ongoing need for as-needed public affairs resources. The recommended consultant services agreements will enhance Public Works/Flood Control District's ability to deliver public affairs services efficiently and complete project-related activities within established timeframes.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provision of Operational Effectiveness/Fiscal Sustainability (Goal 1) by increasing our ability to manage fluctuations in workload in a responsive manner and provide responsive, efficient, and high-quality public services.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The maximum annual not-to-exceed amount of each agreement is \$1.3 million for a combined total of \$3.9 million for the three agreements. Funding for this service is included in the Fiscal Year 2014-15 various Public Works Fund Budgets and the Internal Service Fund Budget, which will be reimbursed by the Flood Control District Fund. Funds to finance the agreements' optional years will be requested through the annual budget process.

When the need arises for services under the agreements, financing the required service will be from the appropriate fund source. Total annual expenditures for these services will not exceed the Board-approved amount for each agreement.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The consultant services agreements are in the form previously approved by County Counsel. The consultants will be in compliance with the Interim Chief Executive Officer's and the Board's requirements.

The consultant services agreements contain terms and conditions supporting the Board's ordinances, policies, and programs, including but not limited to: County's Greater Avenues for Independence and General Relief Opportunities for Work programs (GAIN/GROW), Board Policy No. 5.050; Contract Language to Assist in Placement of Displaced County Workers, Board Policy No. 5.110; Reporting of Improper Solicitations, Board Policy No. 5.060; Notice to Contract Employees of Newborn Abandonment Law (Safely Surrendered Baby Law), Board Policy No. 5.135; Contractor Employee Jury Service program, Los Angeles County Code, Chapter 2.203; Notice to Employees Regarding the Federal Earned Income Credit (Federal Income Tax Law, Internal Revenue Service Notice 1015); Contractor Responsibility and Debarment, Los Angeles County Code, Chapter 2.202; and the Los Angeles County's Child Support Compliance Program, Los Angeles County Code, Chapter 2.200; Defaulted Property Tax Reduction Program, Los Angeles County Code, Chapter 2.206; and the standard Board-directed clauses that provide for contract termination or renegotiation.

Data regarding each consultant's minority participation will be on file with Public Works. The consultants were selected upon final analysis and consideration without regard to race, creed, gender, or color.

Pursuant to the applicable memorandum of understanding, the Request for Proposals for these contracted services were submitted on May 2, 2014, to the appropriate union for review. The union has not asked to meet with Public Works regarding this solicitation

The consultant services agreements include a cost-of-living adjustment provision in accordance with the Board policy, which was approved on January 29, 2002.

Proof of the required Comprehensive General and Automobile Liability insurance policies, naming the County as additional insured, and evidence of Workers' Compensation insurance will be obtained from the consultants before any work is assigned.

Public Works has evaluated and determined that the Living Wage Program (Los Angeles County Code, Chapter 2.201) does not apply to these recommended agreements, which are for services required on an as-needed and intermittent basis; hence, the contract is not a Proposition A contract (Los Angeles County Code, Chapter 2.121).

ENVIRONMENTAL DOCUMENTATION

These services are categorically exempt from the California Environmental Quality Act (CEQA) because they are activities that are excluded from the definition of a project by Section 15378(b) of the State CEQA Guidelines. The proposed action, to award the as-needed public affairs consultant services agreements, is an administrative activity of government, which will not result in direct or indirect changes to the environment. We will return to the Board as necessary for consideration of appropriate environmental documentation pursuant to CEQA before the approval of any activities that constitute a project under CEQA.

CONTRACTING PROCESS

On September 26, 2013, Public Works issued a Request for Proposals (RFP) for as-needed public affairs consultant services. This contracting opportunity was advertised on the County's Doing Business with Us and Public Works' Contract Opportunities websites (enclosed). Four firms responded to the RFP. The Evaluation Committee, consisting of Public Works' technical and nontechnical staff, evaluated the proposals based on criteria described in the RFP, including technical and nontechnical expertise, proposed work plan, experience, personnel, qualifications, understanding of the work requirements, and proposed cost. These evaluations were completed without regard to race, creed, color, or gender. Based on the review and evaluation of the proposals, the Department recommends the agreements be awarded to the first, second, and third highest-rated, responsive and responsible proposers (Consensus Inc., Allison+Partners LLC, and O'Rorke, Inc.) to perform the specified services.

Consensus Inc., Allison+Partners LLC, and O'Rorke, Inc.'s Community Business Enterprise participation data and 3-year contracting histories are on file with Public Works.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

There will be no negative impact on current County services during the performance of the recommended consultant services agreements. These consultant services agreements will provide necessary as-needed public affairs consultant services to support various Public Works/Flood Control District projects in an efficient manner, enhancing the delivery of County services.

CONCLUSION

Please return one adopted copy of this letter to the Department of Public Works, Architectural Engineering Division and Public Relations Group.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER

Director

GF:LL:al

Enclosures

c: Chief Executive Office (Rita Robinson)
County Counsel
Executive Office

Bid Detail Information**Bid Number :** AED7739884**Bid Title :** COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS AND LOS ANGELES COUNTY
FLOOD CONTROL DISTRICT AS-NEEDED PUBLIC AFFAIRS SERVICES**Bid Type :** Service**Department :** Public Works**Commodity :** CONSULTING SERVICES - COMMUNICATIONS - PUBLIC RELATIONS**Open Date :** 9/26/2013**Closing Date :** 10/31/2013 5:00 PM**Bid Amount :** \$ 0.00**Bid Download :** Not Available**Bid Description :** The County of Los Angeles Department of Public Works is requesting proposals from qualified firms to provide As-Needed Public Affairs Services for the County of Los Angeles Department of Public Works and Los Angeles County Flood Control District located at 900 South Fremont Avenue, Alhambra, CA 91803.

The objective of this solicitation is to select a firm that is best qualified to provide the requested services.

The purpose of this Request for Proposals (RFP) is to procure professional public affairs and creative support services on an as-needed basis to assist in meeting the strategic objectives of Public Works' business units.

The RFP may be accessed from Public Works' website at
<http://dpw.lacounty.gov/general/constructioncontracts/> or
[Click Here](#) to access RFP.

A pre-proposal conference to answer questions concerning the project will be held on October 16, 2013, at 1:30 p.m., at the Department of Public Works, 900 South Fremont Avenue, First Floor/Conference Room A, Alhambra, CA 91803. Attendance is strongly encouraged.

Proposals must be addressed and submitted to the Department of Public Works, CASHIER'S OFFICE, located on the Mezzanine Level, on/or before 5 p.m., October 31, 2013. Envelopes should be marked: "As-Needed Public Affairs Services." Proposals received after the deadline will not be accepted.

Please forward all questions regarding this RFP to the person listed below.

Contact Name : David Asato**Contact Phone# :** (626) 458-2586**Contact Email :** DAsato@dpw.lacounty.gov**Last Changed On :** 9/26/2013 11:43:43 AM

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